

# Informatica for Microsoft Azure

## Comprehensive Cloud Integration and Data Management Solution for Microsoft Azure.

Today's businesses require new applications to support their growing needs and accelerate innovation, but IT struggles just to keep the lights on. With Microsoft Azure, an open and flexible cloud service platform, IT teams can be more productive and agile by running applications anywhere and ensuring great performance.

Informatica for Microsoft Azure enables IT architects and developers to address their data challenges by quickly moving their data management workloads into Microsoft Azure while delivering clean, trusted data from cloud, on-premise, social and big data sources. Customers can move faster to achieve business results by leveraging the entire breadth of Microsoft Azure services including analytics, computing, database, mobile, networking, storage and web.

### Going Hybrid With Azure: Data Is Key

Organizations can extend their data centers to leverage leading public clouds and transform into a hybrid cloud IT model. A hybrid cloud infrastructure provides the best of both worlds, allowing you to take advantage of external cloud resources to handle wildly diverse data, applications, and workloads. Hybrid cloud is a mix of on-premises, private cloud infrastructure, and public cloud services with orchestration between the two platforms.

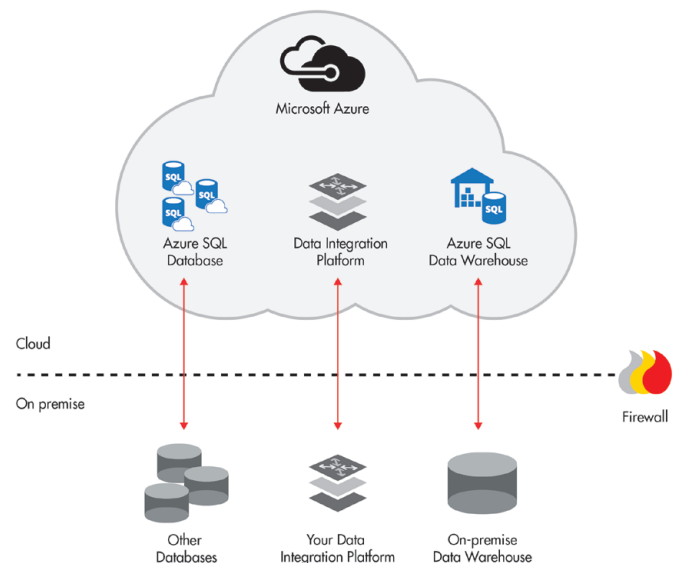
Going hybrid enables IT teams to gain elastic scale, flexibility and cost savings. Organizations need to tackle data issues before embarking on their next big Azure cloud initiative, however. All IT systems need to be synchronized in real time with on-premises systems working seamlessly with Azure cloud, which can be a difficult and time-consuming undertaking. Data in an organization can reside in multiple locations and in many forms and types. Data quality issues can cause unwarranted defects, and there are a plethora of cloud applications and APIs to deal with. In addition, your processing performance must support the business needs and use cases for a hybrid cloud.

## Three Ways IT Organizations Are Going Hybrid

Whether organizations are looking to reduce infrastructure costs by moving their on-premises applications to the cloud, achieve greater insights by deploying highly performing cloud data warehousing systems in a hybrid environment, or improve developer productivity and efficiency, Informatica and Microsoft Azure can help organizations achieve their hybrid IT objectives in one of three ways:

### 1. Lift and Shift Workloads

Organizations can use "lift and shift," a common cloud migration approach to move on-premises databases, IT systems, data warehouses, and applications to the cloud without the need for a major re-design or new architecture. Informatica enables organizations to pursue a variety of lift and shift scenarios with an easy-to-use and robust integration platform.



## About Informatica

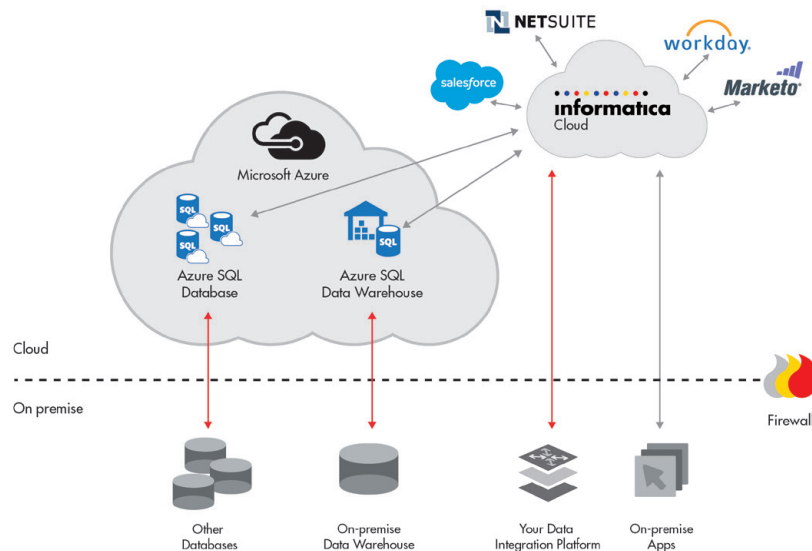
Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Informatica [PowerCenter](#), [Data Quality](#), Big Data Management, and [Informatica Cloud](#) are available on the Microsoft Azure marketplace. To learn more about Informatica's comprehensive set of solutions on Microsoft Azure, please visit [www.informatica.com](http://www.informatica.com).



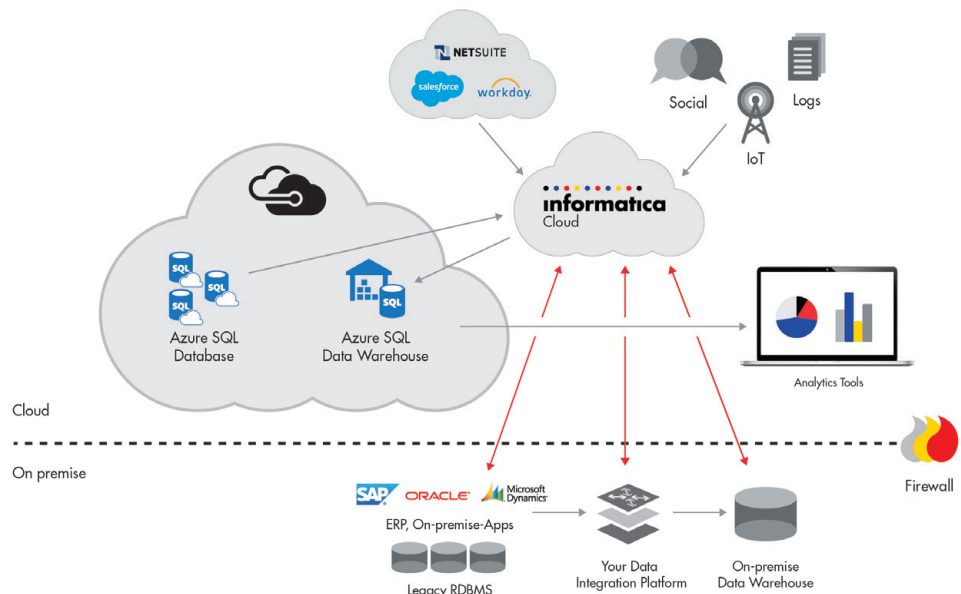
## 2. Integrate On-Premises and Cloud Applications

Organizations want their on-premises applications to seamlessly integrate with cloud-based applications. Informatica Cloud iPaaS lets organizations seamlessly integrate all of their cloud applications such as Salesforce, Workday, Marketo, and NetSuite and on-premises data sources with one unified and comprehensive integration solution.



## 3. Data Warehousing in the Cloud and On-Premises

Organizations' approach to building data warehouses has evolved rapidly in recent years with the adoption of cloud and organizations moving towards a hybrid model of data warehousing. Cloud data warehousing is vital for organizations to cost-effectively scale across all the new data sources that need to be analyzed as well as support the ever-growing use of cloud BI tools that enable self-service analytics for every business user. The hybrid approach blends the best of "top-down" and "bottom-up" models—allowing organizations to develop an enterprise data model iteratively without a huge up-front infrastructure investment.



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